

COUNCIL MEMO



Communication and Community Engagement Council Framework Objective Update

February 24, 2026

PRESENTATION OBJECTIVE

As part of regular updating and progress reporting for Council Framework Objectives and actions, staff has assembled a summary report outlining the following:

- Regular/scheduled social media communications
- Issue/project specific communication (rate notices, FAQ's, etc)
- Public Hearings notices
- Announcements/Educational posts
- Communications Schedule outline
- Social Media Reach Statistics (City and Police Department)
- Holiday/General Interest/Event schedule
- City Website updates, additions, edits

BACKGROUND

FY27 Update City Council Framework – Adopted February 10, 2026

Our Community

2) Community Communication & Engagement Plan

Effective communication and community engagement is an ever-evolving objective. The development of an updated comprehensive communication plan provides a review of existing communication channels (website, social media, etc), identifies inconsistency in the use of the channels and the tools used to develop and distribute content (document templates, videos, signage, etc). Engagement techniques to be reviewed and developed include community surveys, town halls, recognition/appreciation events, City committee structure, scope and duration.

FY2026 Actions

- Completion and launch of refreshed City website
- Coburg Creek Park Design Concepts survey (fall 2026)
- Advisory Committee Assessment – Structure, scope, frequency, etc
- Expansion of videos for City Operations, programs activities + Mayor/Council

FY2026 Priority = 2